Suggested Reading

Allison Cerra & Christina James

BUSINESS RELATIONSHIPS THAT LAST.
Ed Wallace

SELLING to the C-SUITE.
Nicholas A. C. Read & Stephen J. Bistritz, Ed.D.

DRIVE: The Surprising Truth about What Motivates Us.
Daniel H. Pink

The Elephant and the Dragon: The Rise of India and China and What It Means for All of Us
Robyn Meredith

Daniel H. Pink

The World Is Flat: A Brief History of the Twenty-First Century Updated and Expanded. Thomas L. Friedman


Strategic Negotiation. Brian J. Dietmeyer with Rob Kaplan.


Beyond Selling Value. A Proven Process to Avoid the Vendor Trap. Mark Shonka and Dan Kosch.

Built to Last: Successful Habits of Visionary Companies. James C. Collins and Jerry Porras.
**Suggested Reading**

_clients for Life: How Great Professionals Develop Breakthrough Relationships._ Jagdish Sheth and Andrew Sobel.


_Concurrent Marketing: Integrating Product, Sales and Service._ Frank V. Cespedes.

_crossing the Chasm; Inside the Tornado; Living on the Fault Line._ All three books written by Geoffrey Moore.

_the Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market._ Michael Treacy and Fred Wiersema.

_Differentiate or Die: Survival in the Era of Killer Competition._ Jack Trout.

_from Good to Great._ James C. Collins.

_from Vendor to Business Resource._ Jerry Stapleton.

_Hope is Not a Strategy._ Rick Page.

_How Winners Sell._ Dave Stein.

_the Loyalty Effect: The Hidden Force Behind Growth, Profits and Lasting Value._ Frederich Reicheld.

_Loyalty Rules._ Frederich Reicheld.

_Play to Win._ Larry Wilson and Hersch Wilson.

_Rethinking the Sales Force: Redefining Selling to Create and Capture Value._ Neil Racham and John DeVincentis.

Suggested Reading

**Spin Selling.** Neal Rackham.

**Solution Selling.** Michael Bosworth.


**The Trusted Advisor.** David Maister, Charles Green and Robert Galford.

**Value Migration: How to Think Several Moves Ahead of the Competition.** Adrian J. Slywotzky.

**Visionary Selling: How to Get to Top Executives and How to Sell Them When You’re There.** Barbara Geraghty.

**How to Get Your Point Across in 30 Seconds – or Less.** Milo O. Frank.

**The Mind of the Strategist.** Kenichi Ohmae.

**What They Don’t Teach You at Harvard Business School.** Mark H. McCormack.

**Brain Power.** Karl Albrecht.

**Competition in Global Industries.** Michael Porter.